

# Teen STI Campaign

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Maryland STI Update

June 5, 2018

# Overview

- ▶ Why?
  - ▶ The Data
- ▶ Who?
  - ▶ Planning committee
- ▶ How?
  - ▶ Teen STI Communication Plan
- ▶ What?
  - ▶ Process

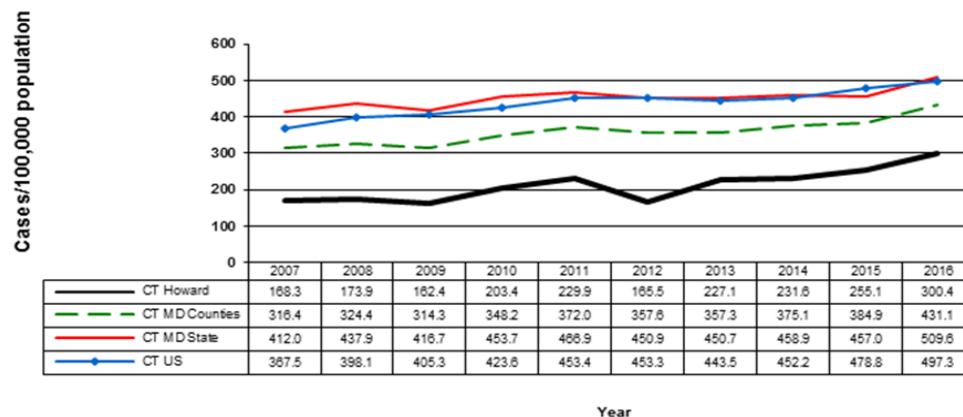
Why?

The Data

# 2016

In **2016**,  
chlamydia &  
gonorrhea  
rates were  
highest in the  
past 10 years  
(All Ages)

Chlamydia in Howard County, 2007-2016



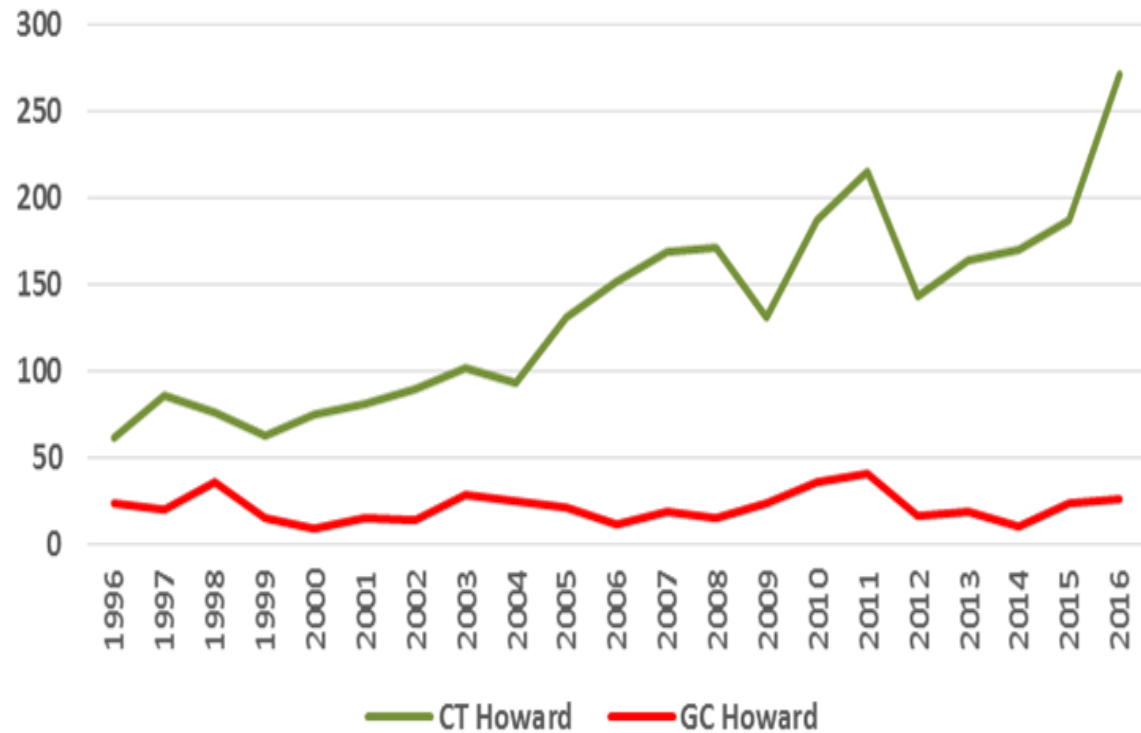
Gonorrhea in Howard County, 2007-2016



4X

The number of CT cases increased more than **4 times** from 1996 to 2016

Chlamydia & Gonorrhea in the 15-19 Age-group, Howard County  
1996-2016



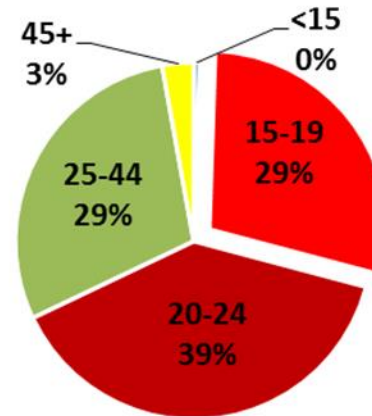
29%

6%

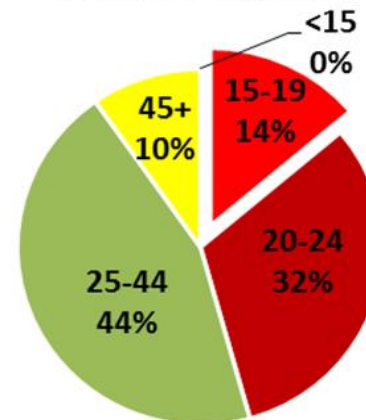
15-19 year-old  
represent only  
**6%** of HC  
population by  
**29%** of  
chlamydia %  
**14%** of  
gonorrhea

14%

Chlamydia Distribution by Age-Group  
Howard County 2016



Gonorrhea Distribution by Age-Group  
Howard County 2016



Who?

**Planning Committee Members**

# Planning Committee

- ▶ **Howard County Health Department (HCHD)**
  - Bobbie Albright
  - Andre Bogle
  - Lisa DeHernandez
  - Jackie Dougé
  - Sharon Hobson
  - Jayne McGunigale
  - Elizabeth Menachery
  - Colleen Nester
  - Oluwatosin Olateju
  - Sheila Palmiotto
  - Andrea Raid
  - Maura Rossman
  - Fiori Tesfamariam
  - Chynae Vicks
- ▶ **Howard County Public School System (HCPSS)**
  - Tempe Beall
  - Shannon Blount
  - Kerrie Wagaman
- ▶ **Maryland Department of Health (MDH)**
  - Kemisha Denny
  - Jessica Gay (CSTIP-MDH)
  - Cesar Peña (CSTIP-MDH)
- ▶ **Community Members**
  - Yash Agarwal





What?

Teen STI

Communication Plan

# Purpose

- ▶ To increase awareness of STIs
- ▶ Provide STI prevention resources
- ▶ Provide access to screening and treatment to reduce the rate of STI infection



# Communication plan development

- ▶ Planning committee convened December 7, 2017
- ▶ Invited HCHD staff, HCPSS, youth, parents and MDH to participate
- ▶ Over series of meeting
  - ▶ developed objective of messages
  - ▶ key messages to be delivered
  - ▶ the method for delivering the information
  - ▶ key stakeholders/partners
  - ▶ list of key activities
  - ▶ persons/groups responsible
  - ▶ timeline and cost to implement communication plan activities
- ▶ Plan completed January 26, 2018

# How?

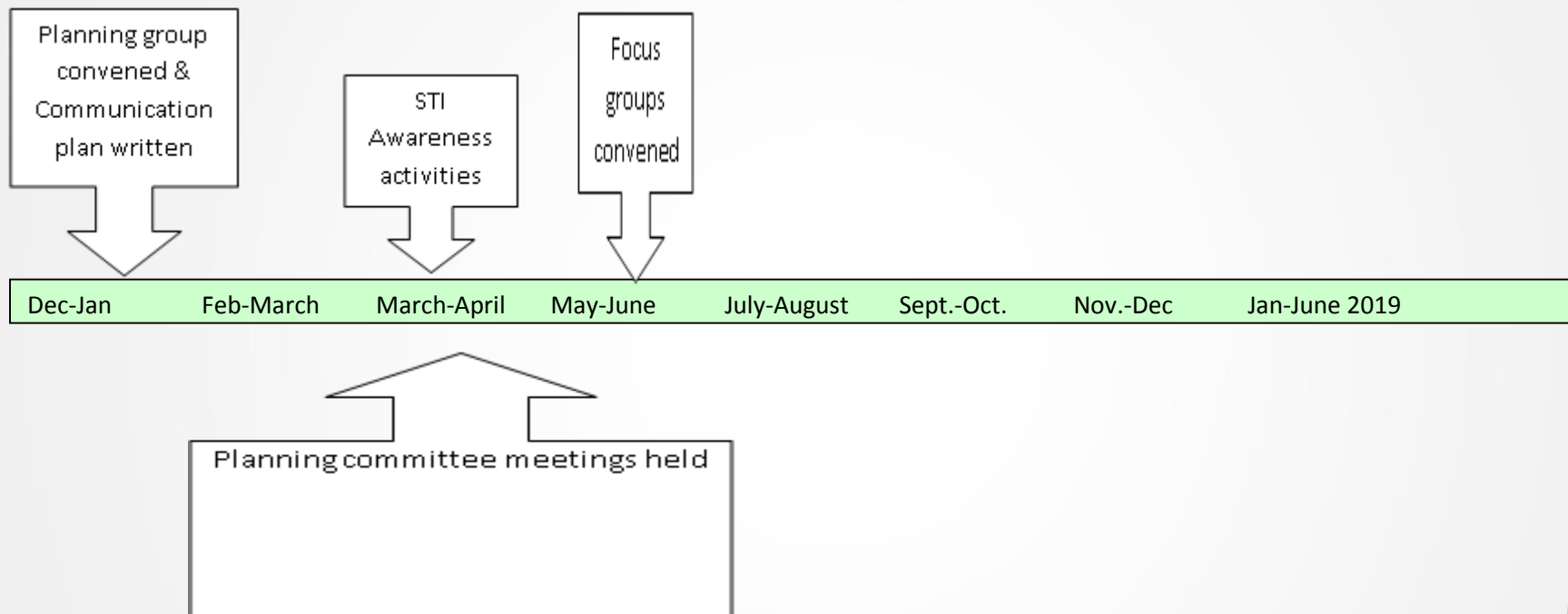
## Process

## It's a process...

- Start where you're able
- Determine your messages
- Learn from others
- Meet regularly
- Have champions
- It takes a team



# Timeline to date



# Thank you!

# Contact

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